



**Alberta
Cattle
Commission**

GRASS routes

The Alberta Cattle Producer Monthly Update

June 1998

Call us at (403) 275-4400



Producers Welcome at ACC Semi Annual Meeting

The Alberta Cattle Commission is holding its **Semi Annual Meeting** June 16-17 in Red Deer at the Capri Centre. Interested cattle producers are welcome to attend the general session Wednesday afternoon at 1:00 p.m.

***Cattle Market
Information
Slaughter Line
(403) 274-4340
Feeder Line
(403) 274-4345***

or see the
ACC market
report at our
Web Site
www.cattle.ca

New Retail Meat Case Makes Buying Beef Easier

Shopping for beef just got a whole lot easier. **New beef cut names and a new look for the retail meat counter have been introduced across Canada.**

The new system has **three elements:**

- **new cut names,**
- **cooking instructions on every package, and**
- **a meat counter layout based on cooking method.**

"For many, shopping for beef can be a frustrating experience," says Carolyn McDonell, executive manager of the Beef Information Centre (B.I.C.). "Consumers are confused by the meat counter. They don't understand the various cuts and don't know how to cook them. This leads to poor customer satisfaction."

The challenge has been to develop a new system

that will give consumers the confidence to purchase and cook any cut of beef correctly.

Examples of the new naming system are: strip loin steak is now called a strip loin grilling steak, an inside round steak is now an inside round marinating steak and a blade steak is now a blade simmering steak.

Virtually all the major retailers across Canada have adopted the new program.

Consumer research conducted by the B.I.C. indicated the current naming system for beef was poorly understood by the majority of consumers. It also found three out of four shoppers do not use the anatomical name to select the product or cooking method.

The project included representatives from the B.I.C., the Canadian Council of Grocery Distributors, Consumers' Association of Canada, Agriculture and Agri-Food Canada, Canadian Food Inspection Agency and the Canadian Meat Council.

Recognize a Good Steward

The Alberta Cattle Commission (ACC) is seeking **nominations for the Environmental Stewardship Award (ESA)**. The award publicly **recognizes cattle producers who are doing an excellent job protecting the environment from which they make their living.**

If you know of someone who would be an excellent ambassador for the industry, why not nominate them for the 1999 ESA?

Deadline for nominations is July 1, 1998. Nomination forms are available from the ACC office at (403) 275-4400.

The winner will be announced at the 1998 ACC annual general meeting in Calgary, December 8, 1998.

Highway Cattle Drive Signs Available

The Alberta Cattle Commission has developed special **traffic signs to warn motorists when cattle are being trailed on busy roads.**

The signs were developed after producers reported having problems with unsafe drivers, particularly on main roads.

The portable signs were designed in conjunction with Alberta Transportation

and Utilities to conform with provincial traffic sign standards.

The cattle drive signs are available directly from the manufacturer, *Hi Signs*, at 1-800-661-7456. Cost per sign is \$105 plus shipping and GST.

Signs have been acquired by municipalities, grazing associations and individual producers.



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